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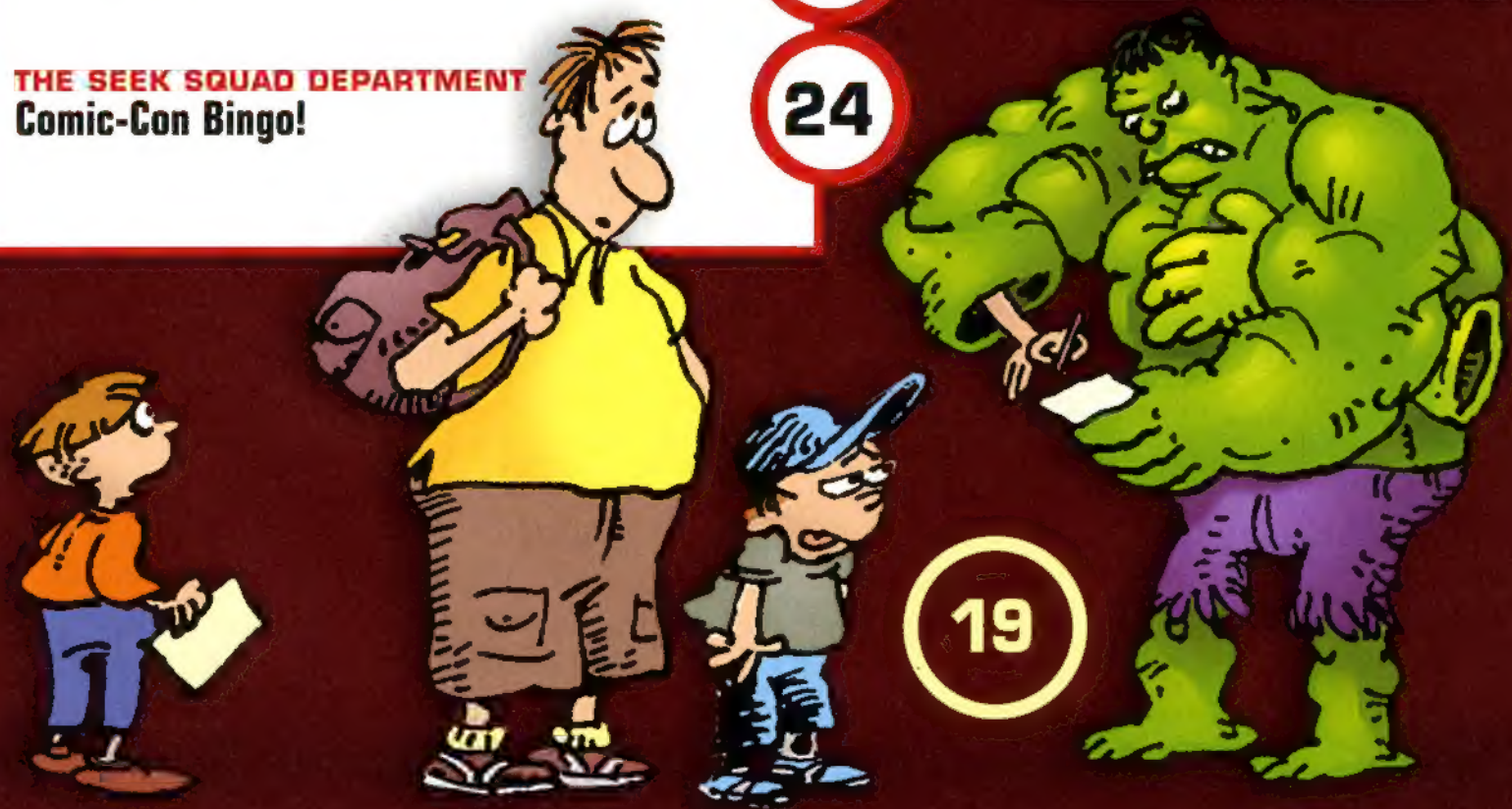
DEPARTMENTS

MOORE AND PIECE DEPARTMENT
"Botchmen" (A MAD Graphic Novel Parody) 5

THE NO-SENSE PLAGUE DEPARTMENT
The 8 Greatest Comic Books of All Time 16

SERGE-IN GENERAL DEPARTMENT
A MAD Look at Comic-Con 19

THE SEEK SQUAD DEPARTMENT
Comic-Con Bingo! 24



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#3 In A Series

An important message from MAD's Director of Business & Development,

JEFFREY LOZENGE

In troubling times such as ours — and by "ours" I mean yours and mine, not someone else's, which would be their troubling times, not ours — people — and by "people" I mean us, not those others who aren't us but them — well, I'm sure you know what I'm getting at.

MAD *— and by "MAD" I mean* MAD *— is a magazine whose time* is *and continues to* be. *It defines who we are and where we've been and where we are hoping to go if we can only find the money and get some time off. No reasonable person would argue with that.*

And so it's with that in mind — and by "that" I mean this, which is what I am about to say: I don't wear a green suit with a question mark because I look attractive in it. I wear it because I must. A man must do what a man must do. And so must a woman. We are all one in nature's garden.

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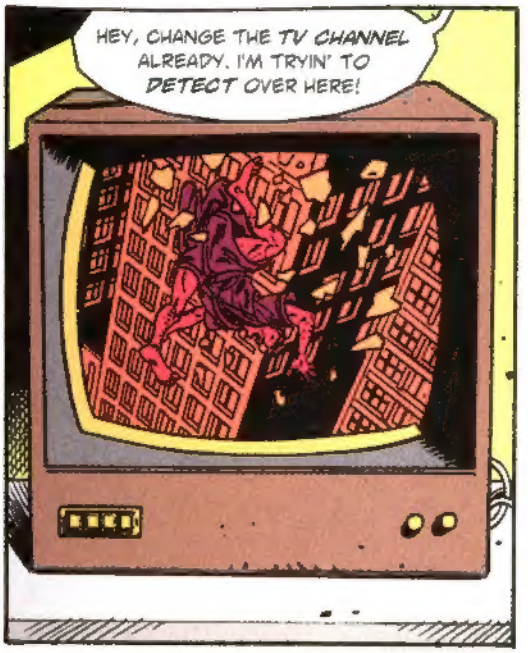

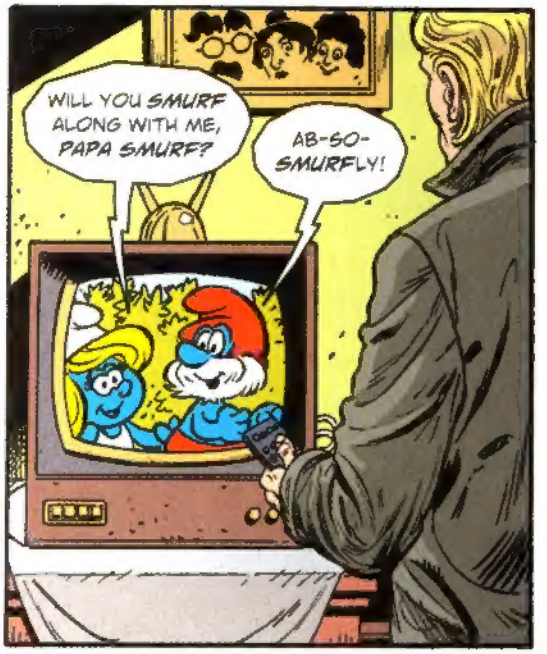

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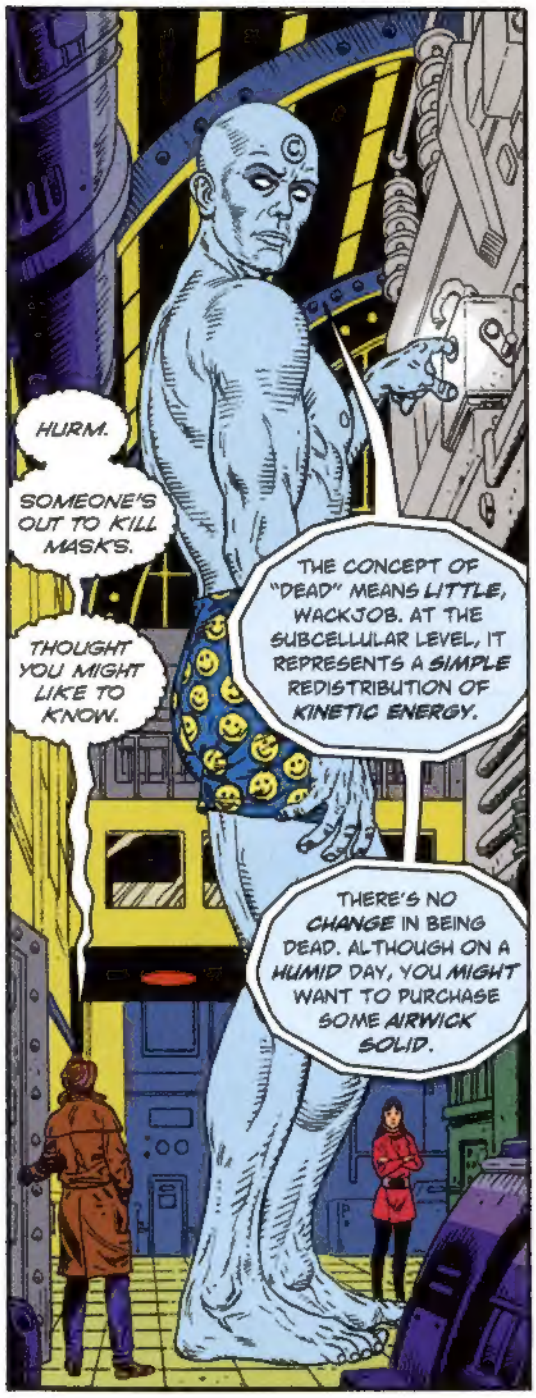
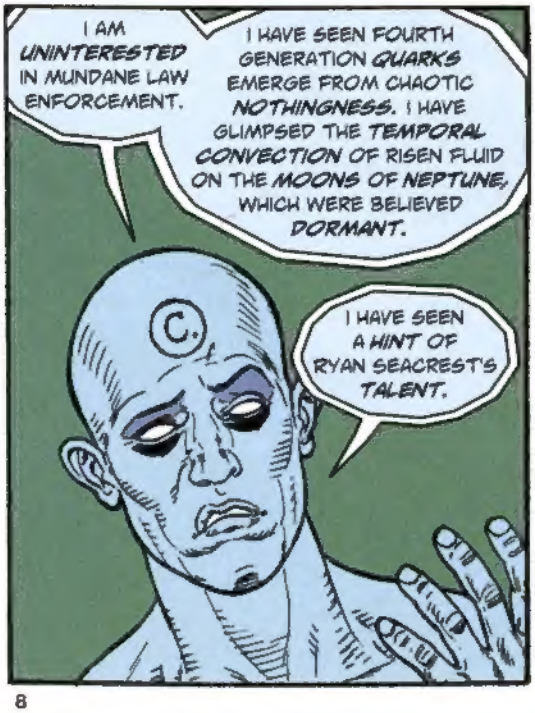

HURM.
SOMEONE'S OUT TO KILL MASK'S.
THOUGHT YOU MIGHT LIKE TO KNOW.
THE CONCEPT OF "DEAD" MEANS LITTLE, WACKJOB. AT THE SUBCELLULAR LEVEL, IT REPRESENTS A SIMPLE REDISTRIBUTION OF KINETIC ENERGY.
THERE'S NO CHANGE IN BEING DEAD. ALTHOUGH ON A HUMID DAY, YOU MIGHT WANT TO PURCHASE SOME AIRWICK SOLID.

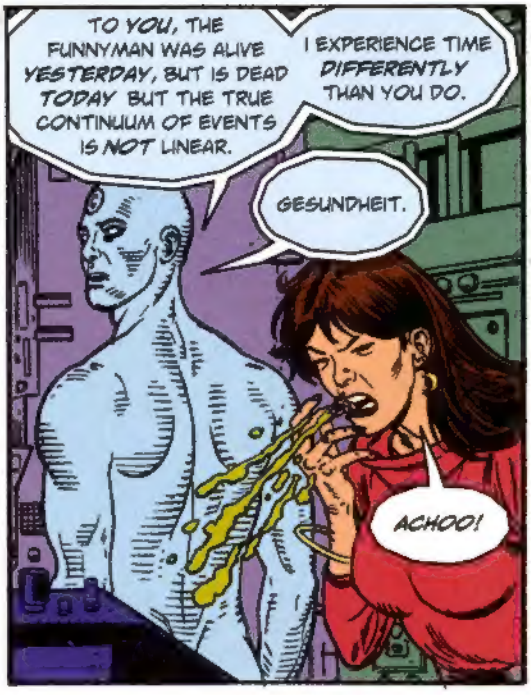
WARNING DELIVERED, THEN. THINK I'LL JUST STAND HERE MAKING STRANGE NOISES UNTIL I GET ON YOUR NERVES.
HURM.
VURT.
MILP.
GLOON.

ZZZAAAPPP!!!

GOOD OL' DR. VAN PATTEN.
PREDICTABLE.
I'VE SAVED MORE MONEY ON CABS WITH HIM.

I DON'T GET IT. IF THE GOVERNMENT'S BEEN TRYING TO FIND THAT LOONBURGER FOR YEARS, AND YOU, THE MAN WHO CAN DO ANYTHING, WORKS FOR THE GOVERNMENT, WHY HAVEN'T YOU JUST BROUGHT HIM IN ALREADY?


I AM UNINTERESTED IN MUNDANE LAW ENFORCEMENT.
I HAVE SEEN FOURTH GENERATION QUARKS EMERGE FROM CHAOTIC NOTHINGNESS. I HAVE GLIMPSED THE TEMPORAL CONVECTION OF RISEN FLUID ON THE MOONS OF NEPTUNE, WHICH WERE BELIEVED DORMANT.
I HAVE SEEN A HINT OF RYAN SEACREST'S TALENT.


TO YOU, THE FUNNYMAN WAS ALIVE YESTERDAY, BUT IS DEAD TODAY BUT THE TRUE CONTINUUM OF EVENTS IS NOT LINEAR.
I EXPERIENCE TIME DIFFERENTLY THAN YOU DO.
GESUNDHEIT.
ACHOO!

NOW CUT THAT OUT!

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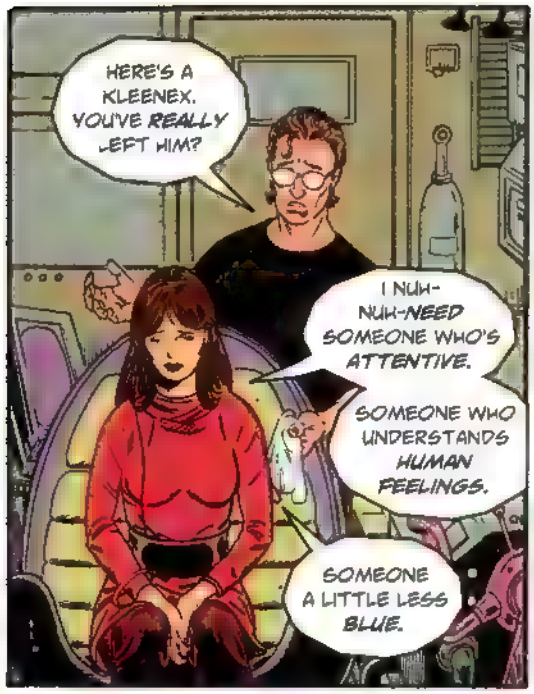
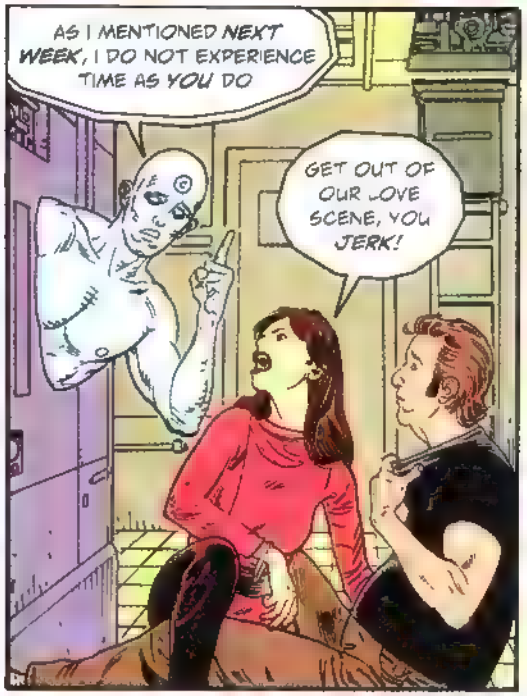

HERE'S A KLEENEX. YOU'VE REALLY LEFT HIM?
I NUH-NUH-NEED SOMEONE WHO'S ATTENTIVE.
SOMEONE WHO UNDERSTANDS HUMAN FEELINGS.
SOMEONE A LITTLE LESS BLUE.

YOU'RE SO EASY TO TALK TO, DAN. THE ONLY POSITIVE HUMAN RELATIONSHIP I HAVE.
BUT, BUT, I DON'T KNOW REBOUND HOOKUPS NEVER LEAD TO ANYTHING LASTING.
LET'S RUIN IT RIGHT AWAY!

A FASCINATING TOPIC. I'LL BE GLAD TO DISCUSS IT, AFTER WE HOOK UP.
AND IF I'M NOT MISTAKEN, IT FEELS LIKE YOU'RE MORE THAN READY.
ACTUALLY, THAT'S A GRAPPLING HOOK.

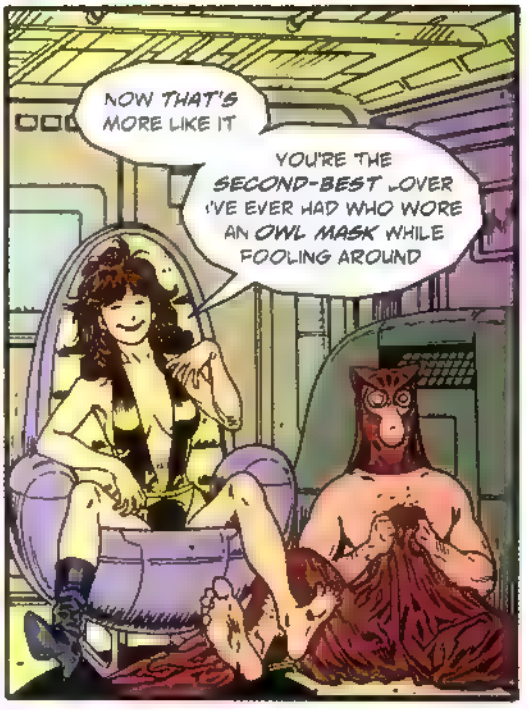
IN THAT CASE, YOU MAY BEGIN YOUR ASCENT.
OOCH. OW. MOVE A LITTLE.
YOU'RE, YOU'RE ON MY FEATHERS.


AS I MENTIONED NEXT WEEK, I DO NOT EXPERIENCE TIME AS YOU DO
GET OUT OF OUR LOVE SCENE, YOU JERK!

WHAT'S WRONG? DOESN'T MY MANIC-DEPRESSIVE MOODINESS GET YOU HOT?
IT'S NOT YOU. IT'S ME. THE FLESH IS WILLING, BUT THE INNUENDO IS WEAK.

I THINK I HAVE SOMETHING THAT'LL GIVE YOU A LITTLE "UP, UP, AND AWAY."
CIALIS?
SPANDEX!

FONDLE!
SLURP!
BOFF!


NOW THAT'S MORE LIKE IT
YOU'RE THE SECOND-BEST LOVER I'VE EVER HAD WHO WORE AN OWL MASK WHILE FOOLING AROUND

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OWN IT JULY 15

OWN IT JULY 29

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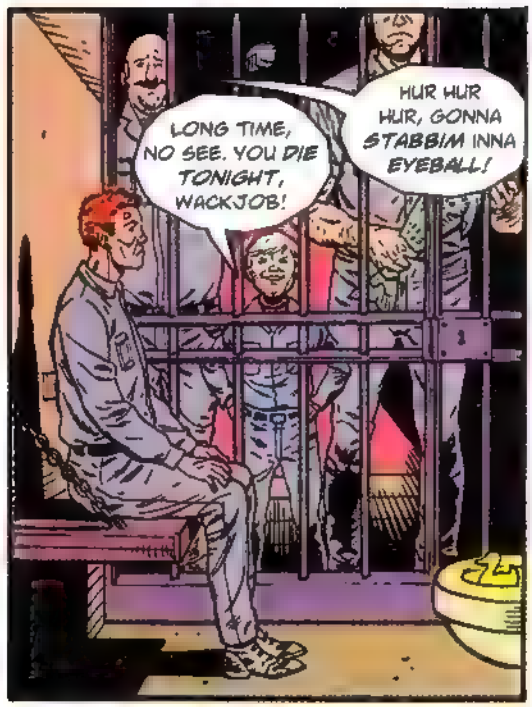
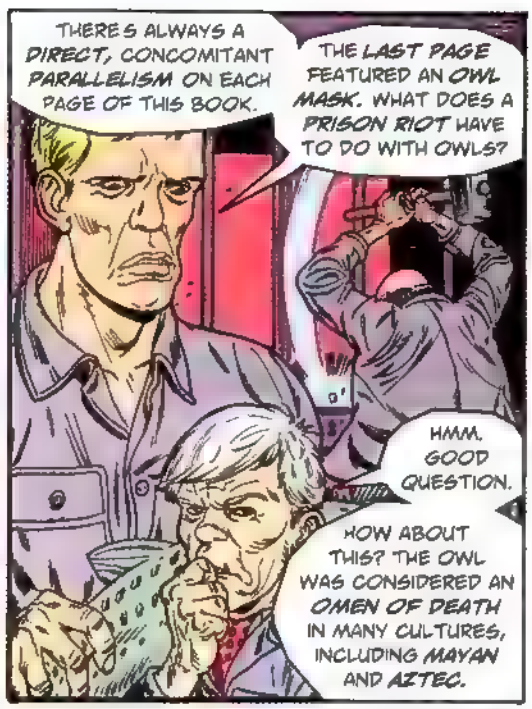

LONG TIME, NO SEE. YOU DIE TONIGHT, WACKJOB!
HUR HUR HUR, GONNA STABBIM INNA EYEBALL!

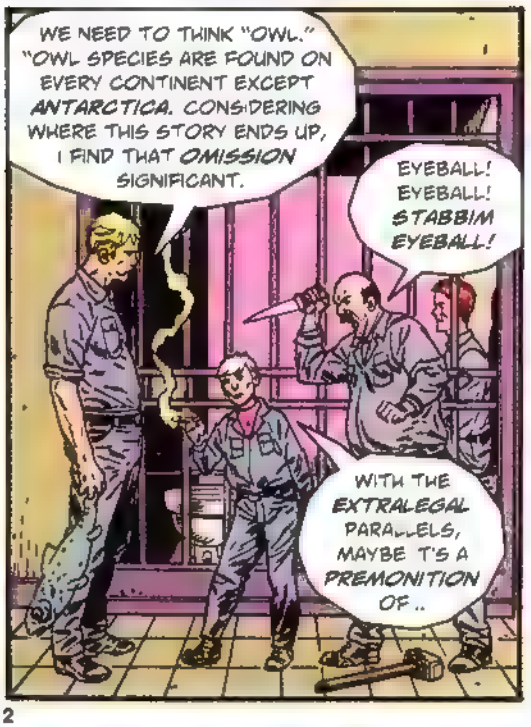
THERE'S ONE THING I DON'T GET, BOSS. WHAT'S THE CONNECTION HERE?
WHAT DO YOU MEAN?

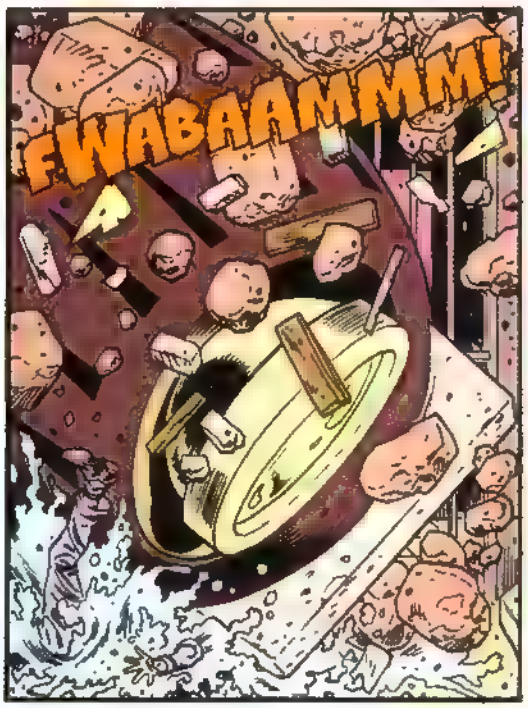

THERE'S ALWAYS A DIRECT, CONCOMITANT PARALLELISM ON EACH PAGE OF THIS BOOK.
THE LAST PAGE FEATURED AN OWL MASK. WHAT DOES A PRISON RIOT HAVE TO DO WITH OWLS?
HMM. GOOD QUESTION.
HOW ABOUT THIS? THE OWL WAS CONSIDERED AN OMEN OF DEATH IN MANY CULTURES, INCLUDING MAYAN AND AZTEC.

THAT'S A LITTLE ESOTERIC, DON'T YOU THINK?
HEY, LARRY, SLOW DOWN WITH THE LOCK CRACKER. WE HAVE TO GET THIS SORTED OUT FIRST, OR THE WHOLE SEQUENCE FALLS APART.
I GOT ONE.
THE OWL WAS ASSOCIATED WITH THE GREEK GODDESS ATHENA, PATRON OF ODYSSEUS.
ISN'T THIS ENTIRE STORY ALSO A QUEST FOR HEROIC TRUTH, AND THE MORAL LIMITS OF EXISTENCE?

BUT NOW YOU'RE CONFLATING LARGER THEMATIC CONCERNS WITH SPECIFIC VISUAL CUES.
MAYBE WE'RE OVERTHINKING THIS. AN OWL IS A PREDATOR, AND WE'RE HERE TO KILL WACKJOB
I WANNA STABBIM INNA EYEBALL!

OWLS CAN SWIVEL THEIR ENTIRE HEADS. DAMN. IF ONLY I'D MADE A THREATENING REMARK ABOUT "DON'T LOOK OVER YOUR SHOULDER," WE'D BE SET.
I WISH WE'D PLANNED THIS MURDER BETTER.
MAYBE THERE'S SOMETHING TO THE JUXTAPOSITION OF THE OWL MASK WITH THE ACT OF PROCREATION. HAVE WE CONSIDERED THE EGG?


WE NEED TO THINK "OWL." "OWL SPECIES ARE FOUND ON EVERY CONTINENT EXCEPT ANTARCTICA. CONSIDERING WHERE THIS STORY ENDS UP, I FIND THAT OMISSION SIGNIFICANT.
EYEBALL! EYEBALL! STABBIM EYEBALL!
WITH THE EXTRALEGAL PARALLELS, MAYBE IT'S A PREMONITION OF..


FWABAAMMM!

WHAT PERFECT LUCK! GOOD THING THE AUTHORITIES HAD YOU IN AN UNGUARDED CELL AFTER A TEN-YEAR MANHUNT.
AND NOW, WE FLY SOUTH. THERE'S STILL ONE TEENSY-WEENSY LITTLE THING TO CHECK OUT.

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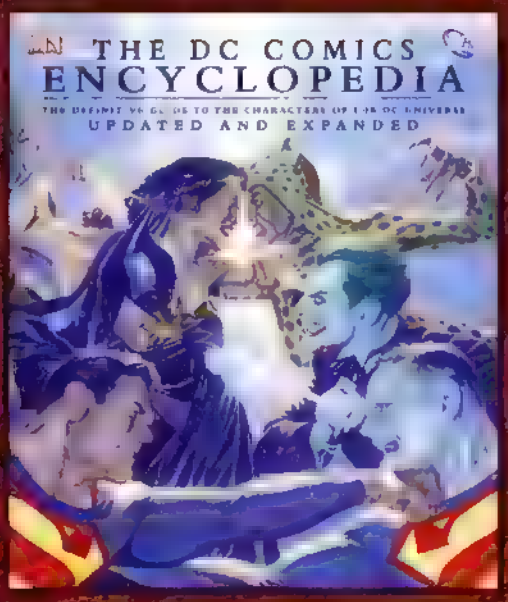

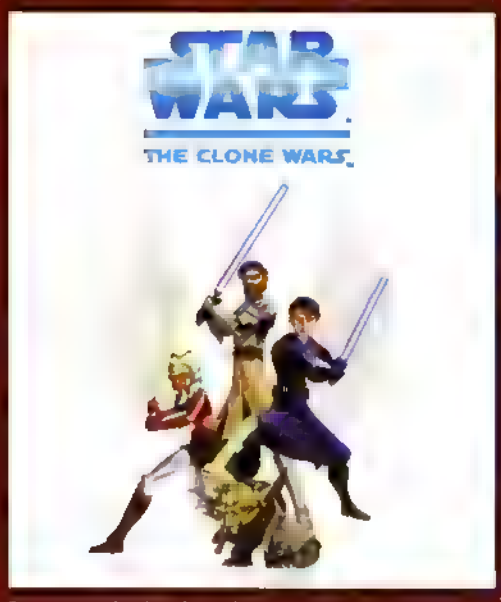

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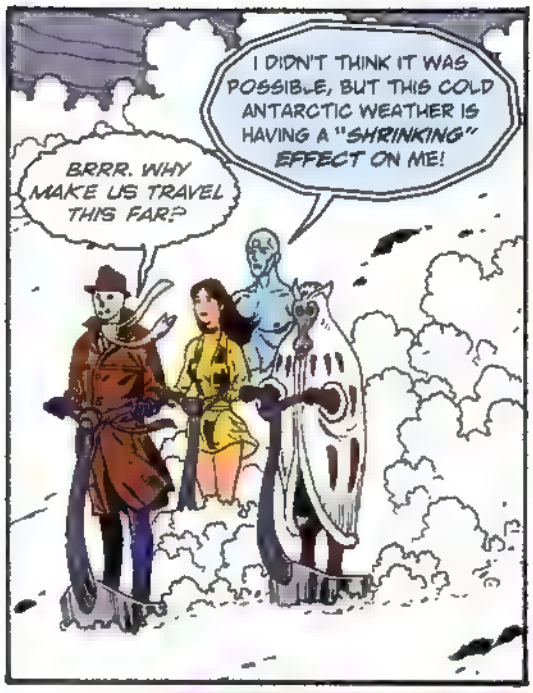
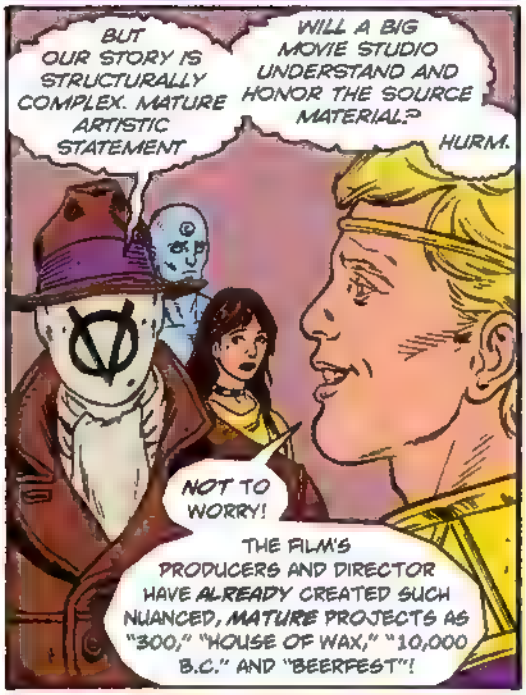

I DIDN'T THINK IT WAS POSSIBLE, BUT THIS COLD ANTARCTIC WEATHER IS HAVING A "SHRINKING" EFFECT ON ME!
BRRR. WHY MAKE US TRAVEL THIS FAR?

SO SUE ME. GLAD YOU COULD COME.
WHAT CAN I SAY? I ADORED "HAPPY FEET"!

WHAT'S THIS MYSTERY ALL ABOUT, OZCARGROUCHIUS?
FIRST, ASK YOURSELVES A QUESTION. WHAT HAPPENED TO THE PARANOID DYSTOPIA WE USED TO SHARE?
WHEN DID IT START TO GO WRONG?

MY SOLUTION IS INGENIOUS, YET SO OBVIOUS.
BY USING MY TRANSMITTER RAY TO ZAP A GIGANTIC SPACE SQUID INTO NEW YORK, THUS KILLING MILLIONS, I WILL END ALL WAR.
CAN YOU BELIEVE THIS IS THE BEST PLAN THE WORLD'S SMARTEST MAN COULD COME UP WITH?

HOW DID YOU FINANCE THIS INSANE PROJECT?
WITH AN EVEN MORE INSANE PROJECT! I SOLD THE RIGHTS TO "BOTCHMEN" TO HOLLYWOOD!


BUT OUR STORY IS STRUCTURALLY COMPLEX. MATURE ARTISTIC STATEMENT
WILL A BIG MOVIE STUDIO UNDERSTAND AND HONOR THE SOURCE MATERIAL?
HURM.
NOT TO WORRY!
THE FILM'S PRODUCERS AND DIRECTOR HAVE ALREADY CREATED SUCH NUANCED, MATURE PROJECTS AS "300," "HOUSE OF WAX," "10,000 B.C." AND "BEERFEST"!

PLUS, I GET A FIFTH OF ALL MERCHANDISING REVENUE. LET ME SHOW YOU THESE STUFFED "BOTCHBUDDIES"! THEY'RE JUST ADORABLE!
Got Power

ZAP ME FIRST, DOC! I WANT TO BE ANNIHILATED!
NO, KILL ME! KILL ME!

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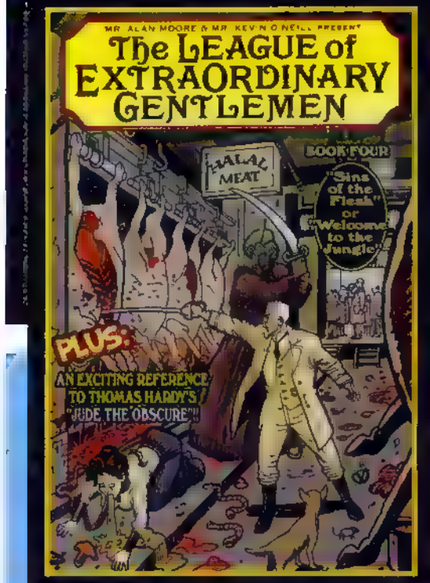
MULTIPLE ISSUES: INFINITE IDENTITY COUNTDOWN TO FINAL CRISIS AD INFINITUM: THE INTRODUCING #0

This one-shot spinoff tie-in prologue based on a dropped plot element from the last DC crossover event (*Exigency Climax: Final Crisis Across Multi-Realities: The Finality*) concerns all the characters from the infinite multiple Earths and Universes getting together and...introducing themselves...before the next crossover event starts

Meanwhile, on Earth 8790, twenty-three Lex Luthors conspire over dinner with a hundred and one Darkseids to collapse the Multiverse onto a single universe for the thirtieth time.

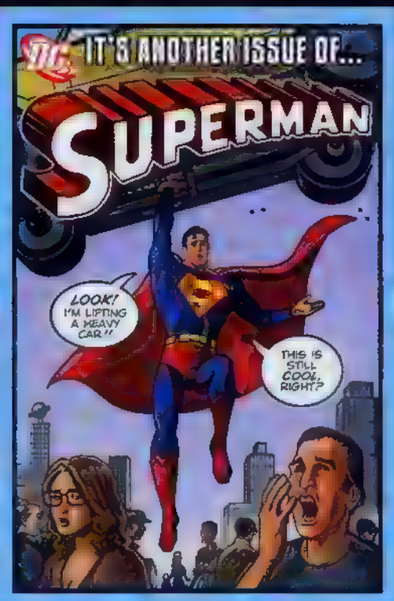
FANTASTIC FOUR #444

In this gripping and tech-savvy adventure, Dr. Doom, in bed with a cold, stirs up trouble on the Internet after setting up a Latverian embassy in Second Life in order to take over the virtual world. After receiving an e-mail tip from a whiny 16-year-old emo kid, the F.F. leg in and fight back the only way they can — with their own crappy-looking avatars. Our heroes eventually outgrief their archfoe by dropping a torrent of exploding Donkey Kongs on his headquarters, forcing Dr. Doom to retreat to his MySpace page to lick his wounds.



THE LEAGUE OF EXTRAORDINARY GENTLEMEN: BOOK FOUR SINS OF THE FLESH or WELCOME TO THE JUNGLE

Alan Moore's public domain do-gooders have battled the literary likes of Sax Rohmer's *Fu Manchu* and the Martians from H.G. Wells' *War of the Worlds* — but now they face their greatest adversary yet — the U.S. meat packing industry of 1906, as depicted in Upton Sinclair's *The Jungle*! The ragtag team of swash-buckling adventurers spring into action as Mina Murray lobbies Congress, Allan Quartermain writes letters to the editor and Captain Nemo pickets outside of a slaughterhouse. But will their efforts be enough to bring about the regulations and safety standards that the industry is so sorely lacking?



SUPERMAN #WHATEVER THE HELL

Hailed as the most groundbreaking, eye-opening and revolutionary Superman story of the last 47 years, this epic tale shows the Man of Steel flying around (not once, not twice, but on five separate occasions!), lifting something heavy, avoiding green space rocks, apprehending an evil bald guy, cleverly pretending to be a wussbag reporter, stoically taking crap from Lois Lane AND sitting around in a really big ice fort with statues of himself! All in the same incredible issue! Not a dream, not a hoax, not an "imaginary" story! An instant classic in the exciting and ongoing Superman saga!

THE NO-SENSE PLAGUE DEPT.

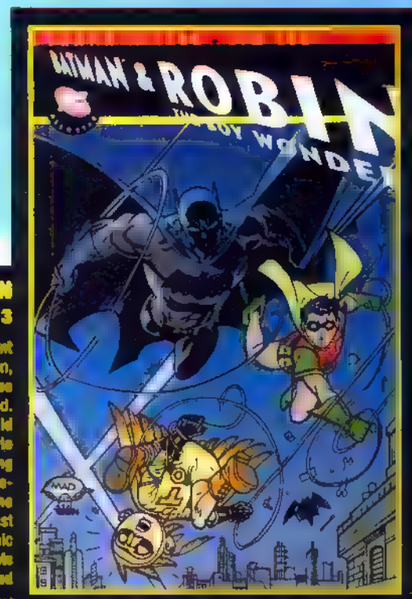
Action Comics #1? Amazing Fantasy #15? Never heard of 'em. Here's...

the 8 GREATEST COMIC BOOKS of ALL TIME!

WRITER: EVAN DORKIN ARTIST: TY TEMPLETON

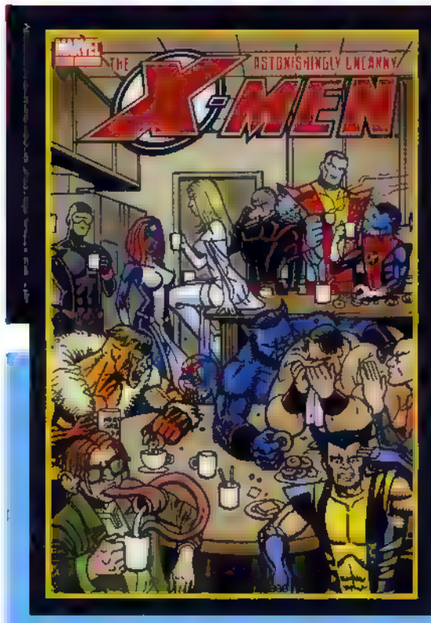
AMERICAN SPLENDOR VOL.17 #1 THE ADVENTURES OF SUPER HARVEY PEKAR-MAN

Harvey Pekar, comicdom's cult curmudgeon (that's polite-speak for cranky old bastard), gains super-powers after he's hit by lightning while handling old jazz acetates. Although the fight scenes are decent, even his new supersonic speed and taser vision can't improve Pekar's super-kvetching about lost car keys, shoveling snow, his vasectomy, dealing with his health insurance company's automated phone system, and how crappy his comic sells.



ALL-STAR BATMAN AND ROBIN THE BOY WONDER #13

In the latest (and only two years late) installment of Frank Miller and Jim Lee's epic collaboration, Robin gets sick of the Batman's constant abuse and decides to get his own sidekick to kick around. The Boy Wonder kidnaps a kid from a foster child group home and tortures him until he agrees to dress up in a costume even more embarrassing than his own, thus creating...Titmouse: The Pre-Pube Sensation. Drafted into the War on Crime, the Titmouse royally screws up on his first case against The Joker and is graphically beaten by the Dynamic Duo. Repercussions from this shocking turn of events will surely be felt in the next issue, which is scheduled for an early 2016 release.



THE ASTONISHINGLY UNCANNY X-MEN #26

It's the return of The New Brotherhood of Evil Mutants! And, as-always, when the bad guys start stirring up trouble, Professor X's mutant team is ready to meet the challenge! However, this time, before anyone can throw a punch, Cyclops decides to speak calmly with the assembled villains, resulting in a gripping 64-page epic of cogent debate and conflict resolution (the verbosity of which is captured perfectly by superstar letterer Todd Klein) climaxing with everyone assembled peacefully working out their differences. Except for Wolverine, who is so disgusted at the lack of violence, he tries to shove one of his Adamantium claws through his brain.

IRON MAN: OFFICIAL MOVIE ADAPTATION

Hot on the heels of this summer's awesome blockbuster movie event comes this unique if awkwardly adapted comic book. Unable to view the screenplay beforehand due to a confidentiality clause, the writers of the comic had to base the storyline on the initial two-minute trailer, various early-stage Internet rumors and their own wild speculations. This all might explain why, in the comic book version, Iron Man ultimately teams up with Indiana Jones and Harold and Kumar in order to defeat Darth Vader and the star of "Chocolate Rain." You might want to grab a copy of this instant collectible before all the copyright lawsuits kick in.

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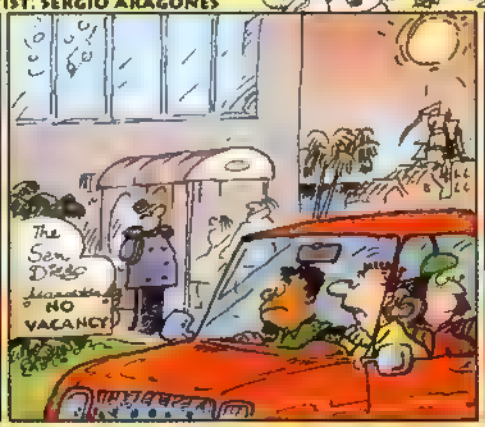
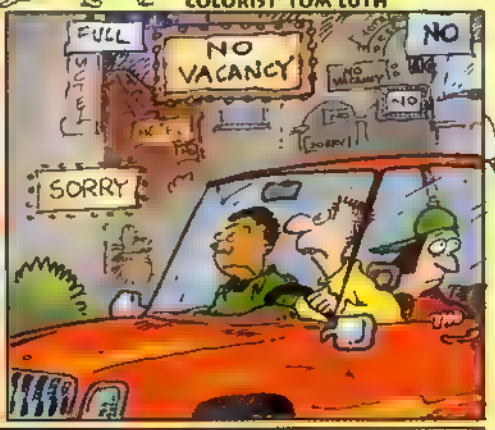
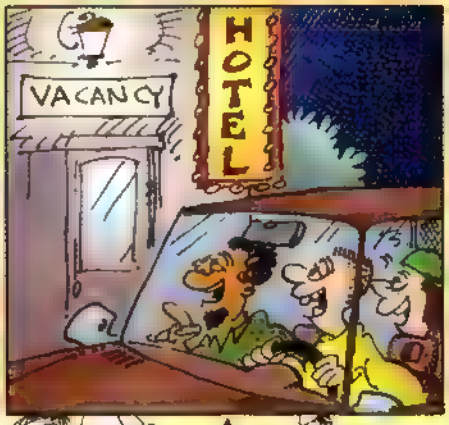
SERGIO ARAGONES PRESENTS

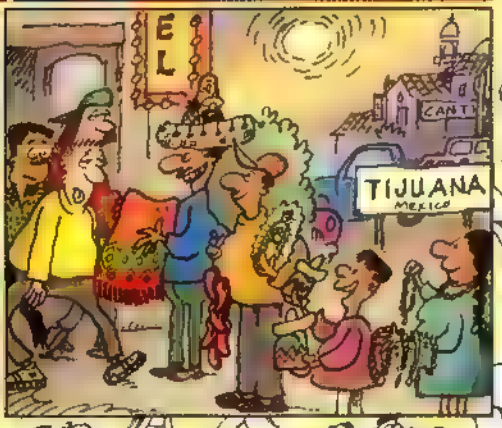
A MAD LOOK AT The SAN DIEGO COMIC-CON

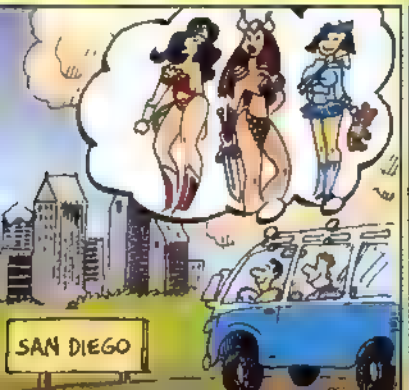
WRITER AND ARTIST: SERGIO ARAGONES COLORIST: TOM LUTH

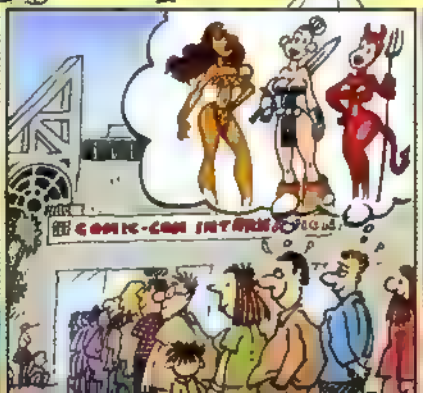












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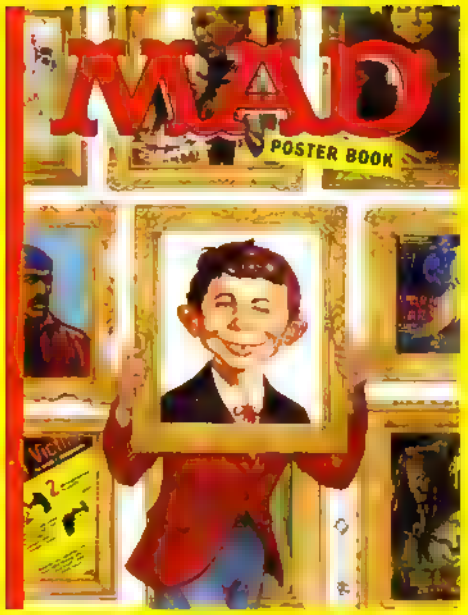

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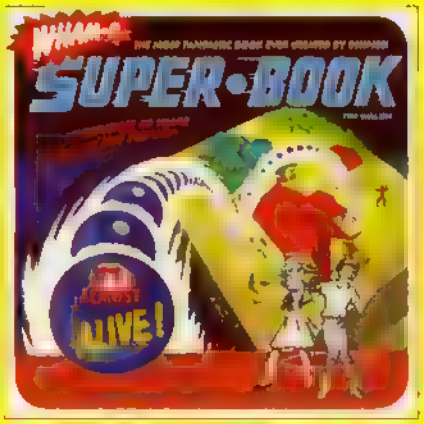

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